

TRAVEL PLANNING: A Fresh Look at the Fragmented Travel Planning Industry

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Capstone Project
Summer 2012: Submitted June 27, 2012

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INTRODUCTION & ASSUMED BUSINESS PROBLEM

Since the beginning of the Internet, the travel industry has taken advantage of everything the web has to offer. Travelers can book everything from their plane tickets, to their hotel room and rental cars online. For years now, customer reviews have been an important travel-planning tool for business travelers, explorers and casual vacationers alike.

Travelers have a vast array of online planning tools at their disposal. They can plan everything from their transportation to their day at Disney online.

In doing a scan of the travel-planning environment, initial hypotheses can be formed. The most apparent being that the vast array of planning resources available to travel planners is overwhelming, intimidating potential travelers.

With the dot-com boom, it was as though every corner of the industry created its own online planning tool or offering. This resulted in a very fragmented market that before the days of the Internet was held together by travel agents. Within this new fragmented – yet mature online travel climate, there appears to be an opportunity for a third party to be successful by consolidating all these different aspects of travel planning for users.

The following paper will hypothesize and explore this opportunity as a prelude to evaluate the viability of a potential new entrepreneurial venture.

SECONDARY RESEARCH / LITERATURE REVIEW

In considering a travel planning business opportunity, some research questions are obvious. Putting an entrepreneurial hat on, initial business questions include:

RQ1: Is there a market need for an online social travel planning service outside of current offerings?

RQ2: What key features would differentiate a new service if there is a need for it?

RQ3: Who would use this new service? (What are the best primary and secondary markets?)

RQ4: What is the best method of communication for these audiences/markets?

The following literature review was performed as an effort to further understand the potential problem and opportunity as well as begin to form an answer around the business research questions above.

Theory 1: The Balance Theory

The first theory evaluated in an attempt to answer the research questions above as well as form hypotheses for further primary research was Fritz Heider's Balance Theory (1957).

The Balance Theory attempts to explain the desire within individuals to maintain harmony and balance among their ideas, beliefs and attitudes. Primarily, it is a motivational theory of attitude change. Bagozzi, Gürhan-Canli and Priester describe the theory as such: "The approach was based upon the notion that individuals prefer consistency (that is, balance) in their own attitudes, thoughts and behaviors (that is, intrapersonal balance)."¹ Further, the idea behind the Balance Theory is that individuals

¹ Bagozzi, Richard P.; Gürhan-Canli, Zeynep and Priester, Joseph R. The Social Psychology of Consumer Behavior. Open University Press, 2009., 104-105.

are motivated to change their attitudes to be in line with their past attitudes and behaviors. This cognitive framework also leads to the idea that people are more likely to agree with their friends than their enemies.

One way to think about this theory in regards to travel planning is that travel tends to be a sign of status in social circles. For example, someone who has traveled to Paris may be seen to have a higher social status than someone who has only visited the East Coast (U.S.). The Balance Theory has potential to explain the effect of social status on the use of a new planning offering or tool. For example, if a potential user has a positive attitude towards a friend and that friend has a positive attitude toward the new offering, the initial user will most likely have a positive attitude and be receptive toward the new offering. This helps to explain the power of word of mouth marketing, or personal recommendations.

This idea of Balance Theory leads to the following hypotheses:

- **H1:** Users are comfortable with the fragmented planning process today and need a cognitive intrusion to disrupt the balance in their lives in regards to travel planning for a new method to take hold.
- **H2:** Gaining favorable attitudes from users in regards to a new travel planning offering will depend upon recommendations and positive attitudes from personal contacts.

Theory 2: e-Word of Mouth

After reviewing the Balance Theory, it makes sense to discuss the idea of e-Word of Mouth, or eWOM. Bronner and de Hoog describe a distinct difference between WOM and eWOM, primarily the degree of personalization.² eWOM recommendations lack the strong personal ties that make WOM incredibly powerful. This missing key feature also makes it difficult for individuals to fully evaluate the credibility of information such as recommendations and customer or user reviews. A marketer could pair the concept of eWOM with social media to bring credibility to eWOM. Social networks generally consist of personal connections. Using these network as a vehicle for eWOM would bring the “personal” back into word-of-mouth recommendations online, leading to credibility of messages and goodwill.

Bronner and de Hoog go on to discuss eWOM in terms of travel decision making and those “e-fluential” users who post reviews frequently. This discussion is pertinent to the overarching purpose of this paper which is to inform the viability and strategy for a potential new travel planning service. It will be crucial for a new entrepreneurial venture to not only know their audience, but to understand the best modes of marketing, communication and points of influence. Choosing a vacation destination is a high-involvement, cognitive decision that tends to be intertwined with emotional thinking. Understanding the decision making process for consumers is vital to the success of a new product introduction.²

² Bronner, Fred and de Hoog, Robert. *Vacationers and eWOM: Who Posts, and Why, Where, and What?* The Journal of Travel Research. (2010).

The above discussion regarding eWOM leads to the following hypotheses:

- **H3:** eWOM paired with the power of social networks will be the best perceived message strategy for potential users of a new travel planning offering.

Theory 3: The Theory of Wanderlust

As described by Peggy O. Shields in her article “A Case for Wanderlust: Travel Behavior of College Students,” the concept of wanderlust is simply the impulse to travel. It’s the urge to travel that initiates and drives all phases of not only the planning process, but the travel experience itself.³

Shields describes the encompassing “travel” experience as an in-depth cognitive process:

“Travel also represents a psychological investment and consumers must be inspired to engage in the complex mental processes and behaviors that occur prior to, during, and following the trips.”³

She ties this idea of a deep cognitive investment to past travel experiences and the resulting idea of wanderlust. She goes on to describe those who have traveled frequently or most often in the past as being more likely to have strong sense of wanderlust and positive attitudes toward those experiences than those who travel less. This sense of wanderlust is the determining factor as to whether or not an individual enters into the deep cognitive experience of travel planning and execution.

³ Shields, Peggy O. “A Case for Wanderlust: Travel Behavior of College Students,” *Journal of Travel & Tourism Marketing*, 28:369-387. (2011).

The primary conclusion that the study draws is that wanderlust does seem to compel behavior.³

The above discussion about the concept of wanderlust leads to the following hypotheses:

- **H4:** College is the top life milestone that generated enough wanderlust to push non-travelers to become the travelers of today.
- **H5:** Those travelers with the strongest sense of wanderlust (who have succumbed to it frequently in the past by taking trips), also aspire to take more trips in the future than those who have traveled less in the past.

PRIMARY RESEARCH METHODOLOGY

Qualitative Methodology: Focus Group

A focus group on travel planning was conducted April 15, 2012 at 6:30 p.m. The participants for the study were recruited through a convenience-sampling method (the facilitator personally knew all participants). Participants were chosen based on their past travel experience. Selection was based on a number of criteria to ensure the best possible knowledge levels of the participants for the discussion. Participants had to (1) travel frequently (3 or more significant trips in a year), (2) have traveled internationally, and (3) utilize online tools as a part of their travel planning. Due to the investigative nature of the focus group and the specific topic, the recruiting procedure produced a viable sample for the focus group goals.

Participants were recruited 2 weeks prior to the focus group study and were told only that the discussion would relate to travel planning.

In order to encourage comfort, organic discussion, and honesty, the focus group was held at the facilitator's home in Minneapolis. This setting was strategically chosen to help eliminate the potential for recording equipment to be obtrusive and avoid the sterile, intimidating feel of a "lab" environment.

The focus group consisted of six total participants, the majority female (5 females, 1 male). Ages ranged from the late twenties to mid forties. Two participants were between the ages of 23-30 years while 3 fell into the 31-47 age bucket. All participants were college-educated to various degrees, the majority holding a bachelor's degree from a four-year college.

Quantitative Methodology: Survey

Upon completion and analysis of the focus group, a survey was designed based on the qualitative data produced by the focus group (See Appendix EE). The survey was conducted through an online questionnaire sent to a selected online audience, particularly those that regularly use e-mail, Twitter, and Facebook. This distribution process was meant to encourage respondents to share the link with their friends, resulting in a highly engaged audience.

The sampling method for the survey was a combination of convenience sampling and snowball sampling as the audience was asked to share the survey link with anyone they thought would be willing to devote 10 minutes to fill out the survey on travel planning.

This sampling or distribution procedure produced a viable (online) sample for the goals of the initial survey.

The survey was housed and distributed through a third party vendor – surveymonkey.com (See Appendix EE for a summary of the results). The link was made available to possible respondents for 4 full days. 137 people responded to the survey, with a completion rate of 86.9% (119 answered all 22 questions).

All respondents were between the ages of 23 and 66. 51.3% of respondents fell in the range of 23-30 years, 25.2% were between the ages of 31 and 47, while 23.5% were between the ages of 48 and 66.

The majority of respondents were female (76.5%) and white or Caucasian (92.4%).

RESULTS

Focus Group Results

The focus group was asked a series of questions regarding past travel planning and experiences, as well as travel planning in regards to future excursions. When asked the question “When did you begin considering yourself an active traveler?” the theme of college appeared. Two respondents indicated they first considered themselves an active traveler in college (or around the age of 20), two responded that the age of 18 was the first time, while two indicated that it was their mid-twenties that spurred their travel activity. This theme of first travel adventures in their twenties appeared multiple times throughout the session.

When asked about past travel experiences, two respondents said the easiest trip to plan for was one where an itinerary was defined prior to arriving at their destination (trips mentioned included work trips and attending Sundance). These two respondents described these trips as being easier to plan for because they had parameters around planning and only had to plan for free time slots. Additionally, two respondents described the trip that was easiest to plan for in terms of travel guides. One indicated the easiest trip they planned they had the help of a travel agent, while the other indicated their guide was a teacher in college who did all the planning for the group.

When asked about tools the participants frequently use when planning for travel, an array of resources was mentioned by the group. Some of the tools mentioned included TripAdvisor.com, Lonelyplanet, Frommers and Rick Steves. An unusual excitement

surmounted from the group at the mention of both Frommers and Rick Steves resources. This discussion began a recurring theme of using printed travel resources in addition to online travel resources. Reasons for this included the concern on both the cost and the probability of having phone or Internet service as well accessibility issues overseas. The group indicated that when traveling, physical references were more accessible and was described as feeling more “authentic.”

The theme re-emerged when the discussion focused on the use of an itinerary. Every member of the focus group admitted to being entirely dependent on printed versions of itineraries, hotel contacts, transportation information, and reservations. Each participant described their own method of collecting all these different printouts.

Despite new advances in mobile phone technology, participants mentioned occasionally using a smart phone when traveling abroad, but expressed a wide concern about costs and fees for usage. This has the potential to change as technology continues to globalize culture.

When asked what things participants struggle with when planning a trip or vacation, two themes emerged: logistics and deciding where to go on arrival at the vacation destination. In regards to logistics, participants described negative experiences coordinating travel to and from the airport or hotels, translating bus and train schedules, coordinating and confirming dinner reservations, etc.

When discussing how planning a trip begins, there was consensus among the group that international travel usually started six months to a year in advance, while domestic travel was typically planned one to three months ahead of the departure date. One participant made the emotional statement:

“I like looking forward to (planning) it almost as I like actually doing it.”

Additionally, the group identified multiple sources as their first point of reference when beginning to research and plan a vacation. Google was mentioned as an initial resource multiple times as was personal reference. Other sources mentioned included airline reservation resources.

When asked what travel planning tool they would like to see invented and put on the market, the group was puzzled and needed additional time to think before responding. Responses ranged from logistical tools to language aids and airport security guides to basic communication tools in lieu of cell phones. No theme emerged.

Keeping the above mentioned tools in mind, the group was asked how they would prefer to be told about their new product launch. Two participants indicated they enjoy the ambiance of a printed travel brochure, while other methods mentioned included getting an email from a trusted partner (such as Delta or TripAdvisor.com) and reading about the new product introduction via credible industry blogs or articles (such as the NYT Travel section). Another mode of communication that was discussed was personal reference or social media. This emerged as a theme that was surrounded by positive energy among all participants.

Survey Results

Generally, the survey findings in regards to when respondents became active travelers align parallel with the focus group findings. 89.8% of respondents identified the ages 16-24 as the age in which they planned their first trip. In turn, this correlates with the question about which life milestone spurred respondents to start traveling – with 68% of respondents identifying either high school or college as that milestone.

In regard to tools used to aid in planning a trip, many proved irrelevant to the sample population. Of those that were identified as “not important” (to travel planning) were travel blogs, Facebook or Twitter, travel agents and AAA resources – both materials and agents. The top tool that respondents indicated as very important to their travel planning included search engines with 38.8% of respondents indicating they “need it” to plan a trip. Other popular tools included personal recommendations, websites with customer review, and books and magazines. Similar to the focus group, Lonely Planet, credible articles, and Rick Steves Guidebooks were mentioned in the “other” field as organic responses.

When asked about specific websites and whether they were easy or hard to use, the responses yielded moderate results. No one tool stood out as exceptional or awful. Again, Lonely Planet and Rick Steves were mentioned in the “other” field as organic responses.

Recurring Theme 1:

Rick Steves resources and LonelyPlanet.com are resources that exhibited a recurring presence throughout the survey.

Recurring Theme 2: (See cross-tabulation for question 9, Appendix CC)

When asked about the hardest aspects of a trip to plan, respondents overwhelmingly provided organic answers related to budget, price, or trip cost. In order to best analyze these results, emergent coding was used for both questions 9 and 10. A total of 43 of 167 total themes emerged for question 9 and could be bucketed into this “money” category.

Recurring Theme 3: (See cross-tabulation for question 9, Appendix CC)

The remaining tabulated results were all over the board, spread across all aspects of the trip. Results included managing logistics, choosing attractions or destinations, finding the best airfare, time management, itinerary management and planning, getting time off work, finding the best and safest hotel, and coordinating a group. At first glance, this finding does not appear to be a recurring theme – however, when analyzed next to question 4 results, some themes seemed to emerge.

Recurring Theme 4: (See cross-tabulation for question 10, Appendix DD)

Respondents were asked to identify a tool that would make travel planning easier if it existed. Responses to this question overwhelmingly indicated people are looking for a comprehensive planning or itinerary tool. These responses were grouped together from the following themes: comprehensive tool, planning phone app, guide or agent, and

itinerary tool. A total of 51 respondents mentioned a planning tool out of the total 97 themes that emerged – which is just over half, or 52.6%.

Recurring Theme 5: (See cross-tabulation for question 10, Appendix DD)

The second theme that emerged as a result of question 4 about tools to ease travel planning was that of recommendations. Respondents indicated they would like a tool that addresses finding legitimate low fares, attraction comparisons, reviews, and local recommendations. Respondents mentioned these themes 35 times out of the total 97 themes that emerged, which totals 36% of the responses.

Recurring Theme 6:

When asked what price they would pay for the above mentioned tool, the responses overwhelmingly expected it to be “free.”

Other Themes:

- Generally, respondents had multiple trips on their “bucket list.” 79% of respondents had three or more trips on their list.
- 87.4% of respondents would like to find out about a new travel planning tool or service via word of mouth or personal recommendations, with the next most accepted mode of communication being Facebook (34.5%) and credible articles (48.7%). Respondents did NOT want to find out about a new service on Twitter – additional research is recommended to determine why.

- When asked about the different aspects of planning for travel (See question 15, appendix EE), responses indicated that many aspects have nearly equal importance.
- When managing travel activities when on a trip, responses showed travelers are utilizing a number of tools including mobile device, printed reservations and printed itineraries. Respondents also use laptops and travel guide books, but not to the extent of their counterparts mentioned prior (See question 15, appendix EE).

DISCUSSION

The combined research results above from both the focus group and survey corroborate a number of findings that have potential to uncover possible business opportunities.

Both the focus group and survey show that there is a market need for an online planning service outside of current offerings. Respondents indicated that they are currently utilizing a large and fragmented offering of tools and research resources that are not entirely dependable. What's surprising is that they don't view this fragmentation as an urgent issue that needs to be solved for. A number of participants and respondents addressed this issue in a positive manner, highlighting that they actually enjoy the process of researching and planning for a trip.

Related to the above discussion, responses did indicate a need for a comprehensive tool for planning – at a later stage in the planning process. Respondents indicated their dream planning tool would be either an assistant or a travel agent to do the legwork and collecting of itinerary information for them once a destination has been chosen.

This could be a potential opportunity for an entrepreneurial venture to create a tool, website or application to collect and manage itinerary and booking information. There are multiple solutions in the marketplace today that claim to manage this information.

However, when considering the current offerings in the marketplace, responses yielded scattered results. This could indicate a number of things. Top of mind is that the industry is simply oversaturated – that planners have more options than they can handle. Another

possibility might be that planners have become so accustomed to a fragmented market that they are comfortable with the idea of searching multiple sites or resources in order to plan adequately for a single trip.

Despite lackluster results to call out specific features under-represented in the marketplace, there appears to be room for opportunity in that whether or not the solution exists in the market, users don't know about them. It was clear that research respondents tended to re-use resources where they had experienced success in the past. For instance, within the focus group discussion, each participant had a clear number one resource they started planning with: Google, Frommer's, TripAdvisor, Delta, etc. When these travelers were asked what tool would help ease their travel planning stress, a number of respondents indicated a comprehensive travel planning tool would be great – thought they still liked the “hunt,” or information discovery experience. One focus group participant mentioned collecting trip information in a notebook, while another had a special folder to keep trip information.

This finding has potential to uncover an additional business opportunity. The opportunity could be risky: introduce a comprehensive planning tool with the assumption that people don't know what they need until they are shown a solution – thinking in terms of the revolutionary iPad product introduction. Had Apple conducted a focus group (though they don't believe in them...), participants wouldn't have known at the time that they wanted or even needed a tablet solution, because it didn't exist in the consumer's mental model prior to the iPad introduction.

These types of tools exist in the market today, however the respondents did not mention them. This could indicate a weakness in competition – perhaps that the existing competitors are not marketing or launching their product in a way that is gaining traction with the masses, which can open opportunity for copycat competitive solutions. It could also indicate that the existing tools are not user-friendly or easy to use and so these frequent travel planners have either skipped over them and deemed them as usable resources, or forgotten about them.

CONCLUSIONS: THE REAL PROBLEM

The above research has clearly indicated that travel planning is a very fragmented industry across mediums (both online and offline). Additionally, the study highlights huge opportunities for consolidation and new possible travel planning tools and services. The industry is a complex one and travelers appear to be looking for ways to simplify the planning process.

Prior to the research findings, the assumed problem in the marketplace that would lead to a business opportunity was oversaturation of resources in the marketplace. Through research, this hypothesis was proved wrong. As it turns out, travel planners are comfortable with this environment and hypercompetitive landscape.

The literature review and secondary research led to a hypothesis that proved to address the heart of the problem: Users are comfortable with the fragmented planning process today and need a cognitive intrusion to disrupt the balance in their lives for a new service to take hold. This hypothesis addresses the problem from a different angle with additional information – the comfort level of planners today. In addition to the need of an awakening cognitive intrusion, research showed that the top concerns of travelers when planning a trip relate to the prominent topics of (1) Pricing, and (2) Itinerary Management. Travelers struggle to research and maintain an accurate and realistic travel budget. They also struggle to collect, organize and generally get information trip-ready.

These findings provide a number of business opportunity options for an entrepreneur, including:

1. A comprehensive travel planning tool for travel planners to house all their trip information from planning to purchase.
2. A trip budgeting solution or application.
3. An efficient and easy to use itinerary management system.
4. A trusted review and social recommendation resource.

LIMITATIONS

While this study contributes insights into travel planning and the general process, industry and individual planning aspects, it is important to recognize limitations of the data. The study population was limited to Facebook, Twitter, and email users. The sample size was deemed appropriate by the study facilitator for the purposes of this paper, however, future research should encompass both online and offline travelers.

Additionally, demographic data showed to be skewed toward Caucasian females. Future research should address both male and female responses as well as a diverse set of ethnic respondents. It is noted by the researcher that the above results cannot be generalized.

Future research efforts should also address the following:

- Tabulation of results should be analyzed and coded by more than the primary researcher
- Users felt strongly that they did not want to be informed of a new service via Twitter, why?
- Travel planners are comfortable researching using multiple websites to gain insight, but the source of this comfort is unknown.

RECOMMENDATIONS

Future Research Recommendations:

While this study contributes insights into travel planning and the general process, industry and individual planning aspects, it is important to recognize limitations of the data. The study population was limited to Facebook, Twitter, and email users. The sample size was deemed appropriate by the study facilitator for the purposes of this paper, however, future research should encompass both online and offline travelers.

Additionally, demographic data showed to be skewed toward Caucasian females. Future research should address both male and female responses as well as a diverse set of ethnic respondents. It is noted by the researcher that the above results cannot be generalized.

Future research efforts should also address the following:

- Tabulation of results should be analyzed and emergent coding should be performed by more than the primary researcher
- Users felt strongly that they did not want to be informed of a new service via Twitter. Additional research to inform a communications strategy and business plan should be pursued.
- Travel planners are comfortable researching using multiple websites to gain insight, but the source of this comfort is unknown.

Potential Business Opportunities:

Prior to utilizing the enclosed research, an entrepreneur needs to fully vet any business opportunities. It is recommended that an in-depth competitive landscape analysis be performed and cross-examined with the components of the potential business opportunities.

Additionally, extensive user research and demographics research is recommended prior to pursuing any one or combination of the opportunities outlined herein.

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APPENDIX AA: FOCUS GROUP PROTOCOL

Sunday, April 15, 2012; 6:00p.m. CST

FOCUS GROUP PROTOCOL:

Outline: Use a loose structure - have a set of guiding questions, but encourage organic discussion to identify issues not on your radar.

SETUP:

1. Please state your name, occupation and where you've been that you're most proud of
2. Looking back, how old were you when you would have first considered yourself an active traveler?
3. Looking back at your travel history...what trip stands out as the easiest to plan for and why?

PLANNING:

4. *Identify the problem (Group activity)*
 - a. What is the travel tool you use most frequently?
 - b. What tools do you use for travel planning? (Survey Q #6)
 - c. What do you like about the tools you use?
 - d. What do you dislike about the tools you've used?
 - e. What tools or websites have you used that you never will again?
 - i. What is it about those websites that made you stop using them?
 - f. When do you begin planning for a big trip?
 - g. When planning a trip for somewhere you've never been, what do you get anxious or stressed about?
 - h. What do you get excited and happy about? (Survey Q #10)

NEW TOOLS:

5. *Identify user needs*
 - a. What tools for travel planning do you wish were available but can't find?

COMMUNICATION:

6. *Solicit promotional ideas*
 - a. What would make you an advocate of online travel planning?
 - b. How would you like to be informed about a new online travel planning service?

APPENDIX BB: FOCUS GROUP KEY FINDINGS

Group Demographics:

6 Participants
5 Women, 1 Man
Late 20s - mid 40s

When did you begin considering yourself an active traveler?

2 - college (20)
2 - 18 years
2 - mid-20s

Easiest to plan for

1 - Teacher did all the planning
1 - Travel Agent
2 - When you already have an itinerary w/ defined activities

Tool for leisure travel

1 - tripadvisor - like reviews, ideas for attractions, hotel reviews - like that it's comprehensive

Don't like how companies can respond to the comments and reviews - defensive.

1 - lonelyplanet books & frommers books, rick steve's books

(4) BOOKS: Important to have if you can't get internet or phone service.

Feels more authentic

Reference tool to have on-hand. Use a combination of books and internet. Good to have a physical reference.

Itinerary use

(All) paper printouts, travel journal for hotel contacts, reservations, etc.

Folder

Plastic sleeve

Other online tools

Google

Kayak

Delta

hipmunk

Planning DISLIKES or challenges

Logistics - coordinating travel etc.

Group coordinating

Deciding on the spot

Not knowing where to go

Translating websites for logistics

First planning resource

Personal references - mondoove.com for international flights

Bucket list or visiting a friend

Airlines (Delta rewards) sometimes prices dictate where we go

Google (2)

Airlines

How long before do you start planning?

Depends on where and how long...

6 months

1 month

1 year

1 year

1 year (discussing)

Domestic - matter of weeks

3 mo (domestic)-6 months (international). I like looking forward to it almost as I like actually doing it.

What do you get excited about?

(3) Food

Meeting new people - hostels abroad

(3) New experiences and learning everything about new cultures - back to elementary school

How new experiences change you

Basic learning things from culture

Gap in tools - what tool would you like to see out there?

(3) Logistical - how to get from the airport to X

Language translator

What to do in the off hours (if your flight gets in late).

Airport security guides.

Basic communications - letting mom know you've arrived.

Of all tools mentioned, how would you want to find out about your dream tool?

(2) Printed brochures in the mail - like the personalized touch about your trip

Email from approved partner (ie. Delta, TripAdvisor.com)

Blog - discovery and unbiased reviews - not getting paid to give a positive review

(2) Personal reference or Social networks - reddit.com, facebook, twitter

NYT travel articles, Delta Sky magazine

APPENDIX CC: QUESTION 9 EMERGENT CODING

Question 9

Which life milestone do you feel spurred you to become a traveler?

Question 9: Which life milestone do you feel spurred you to become a traveler?															
	Logistics	Budget	Attractions	Choosing Destination	Airfare	Packing	Time	Itinerary	Work	Hotel	Safety	Finding Daycare	Coordinating a Group	Food	
Deciding where to go with limited funds & time		1	1				1								
Building a detailed plan.								1							
Multi leg travel booking	1				1										
Researching things to do. I find it horribly boring.			1												
Working around work									1						
Managing everyone's schedules	1														
Since I so rarely can afford to go, I want to make sure that I make the best use of time and money and not miss anything.		1	1				1	1							
Organizing all logistics	1														
Planning flights. if there's a short layover you can cut it pretty close for the next flight	1				1										
Finding the best deals with enough time to plan.		1													
getting everyone to get the time off									1				1		
Finding least expensive way.		1													
Finding the best hotel for the best price		1			1					1					
Finding the best flight deals		1			1										
Organizing all parties involved and what everyone wants to do.	1		1					1					1		
finding a good hotel that is safe and in a good location										1	1				
picking a destination				1											
Money constraints.		1													
Finding a good hotel										1					
Knowing when to book the flight to get the best deal- too early or late and the prices double.		1			1										
Coordinating schedules with work, people going on the trip with you.									1				1		
budgeting-both time and money		1					1								
Figuring out which schedule will work for my job, my travel partner's job, daycare situation, and having the appropriate funds!		1							1			1	1		
Budgeting		1													
Finding a reasonably priced hotel										1					
Getting the best deal		1													
having the money to do all you want to		1													
Packing						1									
knowing how much time to spend where, what is ok to miss out and how much time is needed to travel between places	1		1												
Figuring out all of the logistics, especially when traveling by public transportation in remoter places.	1														

Figuring out what you want to do and prioritizing activities.			1				1								
Getting the money beforehand		1													
Nowadays? Leaving the kids!												1			
coordinating others														1	
finding the right kind of accommodations that fit with the type of trip we're taking										1					
	Logistics	Budget	Attractions	Choosing D	Airfare	Packing	Time	Itinerary	Work	Hotel	Safety	Finding C	Coordinating	Food	
balancing convenience with budget - airport transfers offered as part of hotel packages are convenient but WICKED expensive.	1	1													
Fitting everything in							1								
Finding cheap flights.					1										
planning, budgeting and making a schedule and booking tickets or calculating out how much tickets will cost.			1					1							
Saving enough paid time off to do so. Try to maximize number of trips with my time and budget.									1						
The money		1													
Packing						1									
Expense planning		1													
safe travel zones											1				
Coordinating schedules														1	
Knowing when to stop gathering information and when to start making plans.															
Making sure you are picking the right things for your needs, and then waiting until the actual vacation before you know if you got it right.				1											
Picking flights, the dates to depart.					1										
Making it affordable.			1												
Ensuring everything lines up time-wise.	1							1							
Logistics and lining everything up while being cost effective	1	1													
Managing my budget.		1													
Making sure you are budgeting while planning.		1													
Finding a clean decent reasonable hotel										1					
Fitting in everything you want to do in that place in such a short amount of time.							1								
Finding money to take it!		1													
Deciding where to go and how much it is going to be		1		1											
Finding good, but not touristy locations (hotels, sites, neighborhoods)			1												
Knowing which areas are safe.											1				
Balancing the need to want to have everything planned out but also get in the mindset that you just need to enjoy yourself when you're actually there.								1							
Food can be an issue, I'm vegan.															1

finding the most exciting things that you want to see, not what someone else plans for you			1											
The packing. I hate packing.						1								
Choosing among all the cool places to go.				1										
Making a final decision, not knowing if I'm going to find a better deal after I purchase.		1		1										
having travel, hotel, and activities line up				1			1			1				
being able to optimize vacation time.		1												
managing budget vs fun										1				
Deciding where to stay.														
Logistics of travel	1													
	Logistics	Budget	Attractions	Choosing D	Airfare	Packing	Time	Itinerary	Work	Hotel	Safety	Finding I	Coordinating a Group	
Figuring out where to go that will maximize my limited time and small bank account, hahah.		1					1							
Scheduling: when to take off work, & also coordinating with others														
wants/needs/preferences/schedules if traveling with others.			1						1				1	
Budgeting!		1												
Planning where to spend the most/least amount of time. How to make best use of transportation such as buses, trains, metro, etc...	1						1	1						
getting the most out of your money		1												
finding best deals		1												
Choosing where to go				1										
Saving money and getting time off of work.		1							1					
Finding the right price for my budget without staying in a hole in the wall		1								1				
Creating an itinerary that's fun and interesting but still in my price range.		1						1						
Picking the right time to be away from work.									1					
I really only travel for work or for play. I don't really take the typical beach vacations. So, the hardest thing would be to make sure I pack according to the activities but, light enough so I don't have too much luggage.						1								
Figuring out which things to see			1											
Knowing ahead of time what you want to do once you get there,			1											
and knowing you didn't pay more than you needed to.		1												
Working within a budget and pleasing multiple personalities		1											1	
money		1												
getting time off work									1					
Sourcing everyone's ideas, making a plan that will please the most people and that everyone can afford. Group trips are hella hard.													1	
The amount of time it takes to research.			1	1			1							

Budgeting funds		1											
I love deals, mostly I worry that I didn't get the best deal... I like to stretch my dollars on flight/travel so i can splurge on food and events.		1			1								
Finding the best location within your destination to make sure it is convenient to get around once you are there.	1								1				
Maximize my time							1						
Deciding where to go				1									
airfare and motels					1					1			
coordinating time off									1				
Getting everything to work together.	1												
Timing and scheduling travel means	1												
Finding lodging and activities during a slot that works with my work/home schedule									1				
	Logistics	Budget	Attractions	Choosing D	Airfare	Packing	Time	Itinerary	When	Hotel	Safety	Finding T	Coordinating a
budgeting		1											
where				1									
Find a flight at a reasonable rate that will get us to our destination to make the next departure (cruise ship departing)	1				1								
coordination of fellow travelers													1
Where to go and what to see.			1	1									
Then what to pack.						1							
Arranging the activity/meeting schedule.								1					
timing - the best time to go with time availability							1	1					
Finding time									1				
Getting the schedules for all family members.													1
Deciding where to go and when				1					1				
Finding the best airfare and shortest travel time.					1		1						
Trying to get the best deals.		1											
Planning the budget		1											
Making up my mind when to go and what would work best for me									1				
Deciding where to go.				1									
Financial		1											
making sure I am getting be best deal for my \$\$		1											
getting everyone on the same page and coordinating schedules													1
Scared of over-paying for a crappy motel.										1			
TOTAL:	16	43	15	11	11	5	12	11	14	12	3	2	12

APPENDIX DD: QUESTION 10 EMERGENT CODING

Question 10

Please describe what tool or feature would make your travel planning easier.

Question 10: Please describe what tool or feature would make your travel planning easier.	Total Trip Price	Comprehensive Tool	Legit Low Fare Finder	Planning Phone App	Comparison Tool	Guide or Agent	Hotel tool with price and safety rating	Good Review Tool	Budget Tool	Pictures & Video Reviews	Itinerary Tool	Local Recommendations	Prioritized Attractions
Best price given number of days & season/month	1												
Different travel companions!													
My husband does the research. Fewer websites to check for him would be helpful I guess.		1											
A legitimately lowest fare finder			1										
App for smartphone				1									
if there was a website that kept all of my planning info in one place (maybe it exists haven't seen it haven't looked)		1											
Comprehensive resource that I can trust to find good prices.		1				1							
an event or want to see options list that is emailable and can be added to trip agenda schedule		1											
A way to do more comparisons at once.					1								
Live web cam of hotel													
Honest, straight-forward info about cost of flights			1										
Tour guide						1							
cheapandsafehotel.com								1					
comprehensive itinerary planning and scheduling		1											
Comments if they were not only the bad ones. Most if the time the good out weighs the bad and Only hear about the bad								1					
A site that watches for exactly what I want and updates me on specials, price drops, etc.													
Not sure. Maybe a budgeting tool?									1				
all-inclusive stays or travel packages													
Pictures on a website										1			
A way to make itineraries by bookmarking sites, and then printing in a nice format											1		
Knowing I got the best deal out there					1								
interactive calendar where you could put in activities and it would block out the right amount of tyime you need, or an interactive map where you could click places you wanted to go and it would work out a route for you... maybe linking through to the calendar												1	
Places listing where you can find timetables, etc.												1	
I like to look up videos that people posted online showing aspects of their vaca										1			
checkpoints/milestones prior to travelling											1		
Proactive "offering" of things to add to a trip, kind of like shopping websites when they offer suggestions of "other things you might like" (i.e., shoes to go with a dress, other books in the same genre).												1	

planning app so I don't have to juggle multiple confirmation numbers, tickets, etc. It would be nice to have them all sent to my email, automatically uploaded to the app from there. All in one place, no flailing/lost papers = nice!			1									1		
Someone to read my mind and do it for me						1								
a website that combines both airline prices directly from the airline and other online agents. Also, if on trip advisor you could see different ages of the people that make comments (hotel with nightclub might be good for me, annoying for someone 60+)				1				1						
Finding cheaper flights. Flight prices have skyrocketed.			1											
A travel agent to tell me what to do!						1								
	Total Trip Price	Comprehensive Tool	Legit Low Fare Finder	Planning Phone App	Comparison Tool	Guide or Agent	Hotel tool with price and safety rating	Good Review Tool	Budget Tool	Pictures & Video Reviews	Itinerary Tool	Local Recommendations	Prioritized Attractions	
Packing List														
More Knowledge of certa areas that aren't considered a tourist destination												1		
A social database, in which friends/family would link to hotels they've stayed at.... complete with reviews/rants/raves about their stay... that would also link to & share current specials for said hotels :-)								1						
A tool that helps me optimize best times and cost to travel based on historical data and also updates me on price fluctuations.	1		1											
A personal assistant.						1								
Mix flights from different carriers.			1											
A system that would auto print an itinerary with hotels, flights, other bookings even if they were booked in different systems											1			
Being able to book hotel, airline and major tourist activities (e.g. theme parks) on one site.		1												
Updated pictures features at hotels										1				
A priority list of must see attractions arranged in a sorted spreadsheet similar to e-commerce sites.													1	
A one stop planner for a specific destination		1												
A vouched for person who could make personal recommendations about their city/neighborhood												1		
If you stay at X hotel, then certain key points of tourism are X miles away, or the distance away.													1	
A tool that consolidates information from various websites. It's hard to "find the best deal" when there are so many travel agencies and options out there.						1								
I like being able to do a lot on one site, like combining hotel and air tickets and car rental, for example		1												
Something that shows you the "off the beaten path" sites to see													1	
I found one that I love.... tripit.com. It combines all my itinerary into organize app. It's so great!											1			

More information on local, smallish hotels. TripAdvisor has some of that, but you really have to search to find options beyond the all-inclusive options.														1	
A feature that would plan your trip based on what you want. Makes all your reservations And it plans for time it takes for the airport to checking in at hotel, drive time to attractions.		1									1				
A trip recommendation site based on past trips and priorities															
Online trip planner.		1													
A comprehensive website that takes local transportation into consideration.		1													
I like to go on spontaneous trips. I think it'd be cool to get some sort of email or alert from an airport where I can input the date and time I want to go somewhere and they send back a list of all the flights (and prices) that are leaving that day. For instance, North Carolina isn't really on my top list of places to go but if I could spend a couple hundred bucks for a weekend out there, I'd seriously think about it.				1											
A magic travel fairy would be nice. But, finding good apps for my iPhone would be helpful, as they can be used not only just for planning, but can also be used during the trip as well.		1			1										
An app designed for a traveling "syllabus"					1							1			
	Total Trip Price	Comprehensive Tool	Legit Low Fare Finder	Planning Phone App	Comparison Tool	Guide or Agent	Hotel tool with price and safety rating	Good Review Tool	Budget Tool	Pictures & Video Reviews	Itinerary Tool	Local Recommendations	Prioritized Attractions		
I've never traveled out of the country with a smart phone, but if I did it would be cool if there was an app. to plan transportation routes. When in large cities it is sometimes hard to know what mode of transportation is fastest or cheapest, or most direct. You can waste a lot of time confused or waiting. An app. that could tell you where to find travel info, grocery stores, bike rentals, etc., and when things close would be handy.					1		1								
travel agent							1								
show all rates for certain block of time since traveling on a Wednesday is often cheaper than traveling on a Monday			1												
I like the site www.rovia.com. Searches multiple sites and offers discounts.						1									
A true hotel price comparer								1							
Text alerts that tell me when airline tickets are available under a price I set.			1												
Better supported free mobile apps!				1											
It would be nice to have a website to learn about local cuisine. What dive bars to go to and where the best, not necessarily the most popular, food is.													1		

Travel Planning - 1




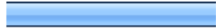



1. Do you consider yourself an aspirational traveler or an active traveler?

		Response Percent	Response Count
Aspirational		52.6%	72
Active		47.4%	65
answered question			137
skipped question			0



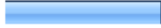


2. How old were you when you PLANNED your first trip?

		Response Percent	Response Count
16-18		45.3%	62
19-24		44.5%	61
25-29		5.8%	8
30+		4.4%	6
answered question			137
skipped question			0





3. Which life milestone do you feel spurred you to become a traveler?

		Response Percent	Response Count
High School		31.9%	38
College		36.1%	43
My First Job		5.0%	6
Other Job		5.9%	7
Retirement		0.0%	0
None		21.0%	25
Other (please specify)			34
answered question			119
skipped question			18

4. How many significant trips (longer than 3 days) did you take last year?

		Response Percent	Response Count
0		9.5%	13
1		26.3%	36
2		27.0%	37
3		14.6%	20
4+		22.6%	31
answered question			137
skipped question			0

5. When was the last time you traveled out of the country?

		Response Percent	Response Count
0-3 months ago		24.1%	33
4-6 months ago		8.0%	11
7-12 months ago		10.2%	14
Over a year ago		57.7%	79
answered question			137
skipped question			0

6. Please rank the below sources in order of importance to you when you are planning a trip.

	Not important			No preference			Need it	Rating Average	Res Co
Personal recommendations	1.6% (2)	0.8% (1)	1.6% (2)	10.9% (14)	30.2% (39)	36.4% (47)	18.6% (24)	5.51	
Websites featuring customer reviews	3.1% (4)	3.9% (5)	3.1% (4)	14.0% (18)	22.5% (29)	29.5% (38)	24.0% (31)	5.33	
Company or sponsored websites (i.e., Airline websites etc.)	16.3% (21)	10.1% (13)	10.9% (14)	26.4% (34)	17.1% (22)	7.8% (10)	11.6% (15)	3.88	
Travel blogs	23.3% (30)	9.3% (12)	12.4% (16)	22.5% (29)	20.9% (27)	8.5% (11)	3.1% (4)	3.47	
Facebook or Twitter	28.7% (37)	19.4% (25)	7.8% (10)	20.9% (27)	15.5% (20)	7.0% (9)	0.8% (1)	2.99	
Books and magazines	9.3% (12)	7.8% (10)	12.4% (16)	20.9% (27)	25.6% (33)	17.1% (22)	7.0% (9)	4.25	
Travel agents	38.0% (49)	11.6% (15)	8.5% (11)	20.2% (26)	9.3% (12)	7.8% (10)	4.7% (6)	2.93	
AAA Travel agent	46.5% (60)	7.8% (10)	10.1% (13)	23.3% (30)	6.2% (8)	1.6% (2)	4.7% (6)	2.58	
AAA Materials (e.g., Maps, guide books etc.)	34.1% (44)	4.7% (6)	9.3% (12)	23.3% (30)	11.6% (15)	7.8% (10)	9.3% (12)	3.34	
Search engines (e.g., Google or Yahoo!)	0.8% (1)	0.8% (1)	1.6% (2)	11.6% (15)	26.4% (34)	20.2% (26)	38.8% (50)	5.78	
TV shows	24.8% (32)	13.2% (17)	6.2% (8)	27.9% (36)	18.6% (24)	7.8% (10)	1.6% (2)	3.32	

Other (please specify)

answered question

skipped question

7. Please rank the online travel tools below when considering how easy it is to use.

	Hard to use, not helpful			No preference			Easy to use, very helpful		N/A	Rating Average
Travelocity.com	2.3% (3)	1.6% (2)	0.8% (1)	20.9% (27)	13.2% (17)	24.8% (32)	27.1% (35)	9.3% (12)		5.47
Hotels.com	2.3% (3)	1.6% (2)	6.2% (8)	27.1% (35)	11.6% (15)	17.1% (22)	14.7% (19)	19.4% (25)		4.91
Facebook	7.8% (10)	6.2% (8)	3.9% (5)	31.8% (41)	10.1% (13)	10.1% (13)	7.0% (9)	23.3% (30)		4.15
Twitter	10.9% (14)	3.1% (4)	7.0% (9)	31.8% (41)	2.3% (3)	3.9% (5)	3.9% (5)	37.2% (48)		3.62
Expedia.com	2.3% (3)	2.3% (3)	2.3% (3)	17.8% (23)	17.8% (23)	27.9% (36)	21.7% (28)	7.8% (10)		5.35
Priceline.com	2.3% (3)	2.3% (3)	5.4% (7)	20.9% (27)	15.5% (20)	22.5% (29)	19.4% (25)	11.6% (15)		5.15
Blogs	6.2% (8)	6.2% (8)	4.7% (6)	32.6% (42)	9.3% (12)	5.4% (7)	7.0% (9)	28.7% (37)		4.08
AAA.com	7.8% (10)	7.0% (9)	5.4% (7)	27.9% (36)	6.2% (8)	6.2% (8)	4.7% (6)	34.9% (45)		3.85
TripAdvisor.com	3.1% (4)	2.3% (3)	2.3% (3)	27.9% (36)	6.2% (8)	10.9% (14)	21.7% (28)	25.6% (33)		5.03
Kayak.com	4.7% (6)	3.9% (5)	2.3% (3)	21.7% (28)	4.7% (6)	14.7% (19)	23.3% (30)	24.8% (32)		5.06
Pinterest	9.3% (12)	6.2% (8)	4.7% (6)	26.4% (34)	4.7% (6)	5.4% (7)	6.2% (8)	37.2% (48)		3.83
Airline websites (e.g., Delta.com, United.com, etc.)	3.9% (5)	4.7% (6)	6.2% (8)	10.9% (14)	16.3% (21)	23.3% (30)	25.6% (33)	9.3% (12)		5.24

Other (please specify)

answered question
skipped question

8. When thinking about planning a trip, how do you feel about the following?

	At ease		Neutral				Frustrated or stressed	Rating Average	Response Count
The need to use multiple websites to plan	25.6% (33)	13.2% (17)	13.2% (17)	21.7% (28)	10.1% (13)	4.7% (6)	11.6% (15)	3.38	
Finding the best deal	14.7% (19)	17.1% (22)	12.4% (16)	7.8% (10)	17.8% (23)	15.5% (20)	14.7% (19)	4.02	
Having a comprehensive plan	17.8% (23)	17.1% (22)	20.9% (27)	20.9% (27)	12.4% (16)	5.4% (7)	5.4% (7)	3.31	
Finding or booking the right route of travel	17.1% (22)	28.7% (37)	14.0% (18)	14.0% (18)	15.5% (20)	4.7% (6)	6.2% (8)	3.21	
Maximizing your vacation funds	14.0% (18)	14.7% (19)	15.5% (20)	10.9% (14)	20.2% (26)	13.2% (17)	11.6% (15)	3.95	
Managing logistics of the trip (e.g., when and where to pick up the bus, train schedules etc.)	13.2% (17)	20.9% (27)	13.2% (17)	10.9% (14)	20.2% (26)	10.9% (14)	10.9% (14)	3.80	
Knowing what to see	17.1% (22)	19.4% (25)	25.6% (33)	12.4% (16)	14.0% (18)	4.7% (6)	7.0% (9)	3.29	
Knowing where to eat	10.9% (14)	19.4% (25)	24.0% (31)	18.6% (24)	12.4% (16)	8.5% (11)	6.2% (8)	3.53	
Budgeting your vacation TIME	11.6% (15)	22.5% (29)	24.0% (31)	17.8% (23)	12.4% (16)	5.4% (7)	6.2% (8)	3.38	
answered question									
skipped question									

9. What do you feel is the hardest thing about planning a trip?

	Response Count
	119
answered question	119
skipped question	18

10. Please describe what tool or feature would make your travel planning easier.

**Response
Count**

119

answered question

119










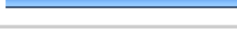
skipped question

18


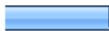


11. How much would you be willing to pay for the tool or feature you mentioned in the last question?

	Response Count
	119
answered question	119
skipped question	18










12. When planning a trip (prior to making any reservations or purchases), more often than not, I feel:

		Response Percent	Response Count
Excited		83.2%	99
Stressed		16.0%	19
Happy		37.0%	44
Anxious		33.6%	40
Joyful		16.8%	20
Overwhelmed		14.3%	17
Confused		5.9%	7
Curious		20.2%	24
Fearful		3.4%	4
Eager		40.3%	48
Other (please specify)			2
answered question			119
skipped question			18

13. How many "dream" trips do you have on your bucket list?

		Response Percent	Response Count
0		3.4%	4
1-2		17.6%	21
3-4		24.4%	29
5+		54.6%	65
answered question			119
skipped question			18

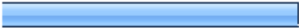





14. How would you most like to find out about a new travel planning service? (Please choose no more than 3).

		Response Percent	Response Count
Word of mouth or personal recommendation		87.4%	104
Facebook		34.5%	41
Twitter		6.7%	8
Email		17.6%	21
Magazine advertisement		8.4%	10
Featured in a credible article		48.7%	58
Travel blog or industry news		23.5%	28
Online advertising		8.4%	10
Print mailer		8.4%	10
Other (please specify)			2
answered question			119
skipped question			18

15. When planning a trip, what is the importance of the following:

	I rarely do or think about this			no preference			This is a "must"	Rating Average	Response Count
Researching the location	0.0% (0)	0.8% (1)	1.7% (2)	3.4% (4)	9.2% (11)	19.3% (23)	65.5% (78)	6.41	119
Researching flights	1.7% (2)	0.8% (1)	1.7% (2)	6.7% (8)	15.1% (18)	18.5% (22)	55.5% (66)	6.10	119
Researching tourist attractions	1.7% (2)	2.5% (3)	2.5% (3)	11.0% (13)	22.0% (26)	28.8% (34)	31.4% (37)	5.61	119
Renting a car	17.6% (21)	6.7% (8)	5.0% (6)	35.3% (42)	18.5% (22)	6.7% (8)	10.1% (12)	3.91	119
Booking a hotel	2.5% (3)	0.8% (1)	1.7% (2)	11.9% (14)	21.2% (25)	21.2% (25)	40.7% (48)	5.75	119
Hotel accommodations and amenities	3.4% (4)	4.2% (5)	3.4% (4)	12.6% (15)	23.5% (28)	24.4% (29)	28.6% (34)	5.36	119
Reading customer reviews	7.6% (9)	0.8% (1)	1.7% (2)	12.7% (15)	22.0% (26)	22.0% (26)	33.1% (39)	5.39	119
Mapping out a route	2.5% (3)	3.4% (4)	5.9% (7)	19.3% (23)	26.9% (32)	18.5% (22)	23.5% (28)	5.14	119
Researching vacation packages (e.g., Cruises, All-inclusive resorts etc.)	13.4% (16)	5.9% (7)	3.4% (4)	17.6% (21)	21.0% (25)	18.5% (22)	20.2% (24)	4.63	119
Finding discounts or coupons	5.0% (6)	4.2% (5)	6.7% (8)	8.4% (10)	22.7% (27)	20.2% (24)	32.8% (39)	5.31	119
answered question									119
skipped question									10

16. When traveling, how do you usually manage your activities?

		Response Percent	Response Count
Mobile device		51.3%	61
Laptop		31.1%	37
Printed reservations		46.2%	55
Printed itinerary		47.1%	56
Travel Guide Books		32.8%	39
None of the above		6.7%	8

Other (please specify)

8




answered question

119

skipped question

18

17. On average, do you consider yourself the primary trip planner when you travel?

		Response Percent	Response Count
Yes		68.9%	82
No		23.5%	28
Not sure		7.6%	9






answered question

119




skipped question

18







18. What generation do you most identify with?

		Response Percent	Response Count
Generation Z or Digital Natives		2.5%	3
Millennial or Generation Y		39.5%	47
Generation X		25.2%	30
Baby Boomers		22.7%	27
Silent Generation		0.0%	0
I don't identify with any of these		10.1%	12
answered question			119
skipped question			18




19. When were you born?

		Response Percent	Response Count
1925-1945		0.0%	0
1946-1964		23.5%	28
1965-1981		25.2%	30
1982-1989		51.3%	61
1990-2012		0.0%	0
answered question			119
skipped question			18

20. What is your annual income range?

		Response Percent	Response Count
\$0 - \$25,999		9.2%	11
\$25,000 - \$49,999		26.9%	32
\$50,000 - \$74,999		25.2%	30
\$75,000 - \$99,999		20.2%	24
\$100,000 or more		13.4%	16
I prefer not to answer		5.0%	6
answered question			119
skipped question			18

21. Which gender do you most identify with?

		Response Percent	Response Count
Male		21.8%	26
Female		76.5%	91
Other		0.0%	0
I prefer not to answer		1.7%	2
answered question			119
skipped question			18